THE STUDY OF VARIOUS INTENTION OF SWEAR WORDS EXPRESSION REFLECTED IN THE *BAD MOMS* MOVIE

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Keywords:
Speech acts; Swear Words; Bad Moms Movie.

Abstract

People communicate formally and informally based on their intention using variety ways. Using swear words is one of its variety. Varieties of swear words expression reflected in the Bad Moms movie. It is a movie which tells us the mothers' roles. In this movie, the writers found a lot of swear words which is used by almost all the actors/actresses in this movie. The same swear words which uttered by the actors/actresses has different meaning and different use. Thus, the writer is interested in to describe the kind of utterances emerged from the use of swear word in Bad Moms movie and to describe the intention of using swear words in Bad Moms movie. The technique of data analysis was done using descriptive method in speech acts theory by Kreidler. Based on Bad Moms movie, the total of swear words uttered is 100. 16 utterances belong to the assertive utterances, 2 utterances belong to the performative, 6 swear words in verdictive utterances, 53 expressive utterances, 11 data in directive utterances, 11 in commissive utterance and 1 phatic utterance. The use of swear words in Bad Moms movie has intention to encourage the viewer to expect humor. It also used to show the relation between the actors and actresses in the Bad Moms movie.

1. INTRODUCTION

People communicate using variety ways. They communicate formally and informally based on their intention. Using swear words is one of its variety. Generally, it is used for informal communication. Based on Vingerhoets et al,the use of swear words since the emergence of language and it is considered to be a fundamental and universal characteristic of human communication. The use of swear words at somebody is designed for expressing emotions and it has particular meaning.

The use of swear words can be found in social media, movie, or in daily life conversation. The use of swear words not only uttered to show a bad thing, but also it can be uttered to show any feelings. Jay and Pinker stated that swear words are also useful and effective ways of conveying that people feel very strongly about something or stirring strong feelings in someone else, even when used outside their traditional emotions.

Varieties of swear words expression reflected in the Bad Moms movie. It is a movie which tells us the mothers' roles. In

this film, mothers are described as the one who take care of all the things. Ammy Michele is the main actress in this movie. Ammy is a part time worker in a coffee company, but she has to work full day, full week in a part time salary. In this film shows that not all moms have a job, Ammy is just several moms who did it. She has 2 children and her husband works for unknown at home. In the school there is parents' organization, PTA. Gwendolin as the president of PTA arranged so many rules, such us no MSA, no MSG, no Eggs, no Sugar, no Junk food in the children's meal and even she proposed to have a school for 365 days a year, which means there is no holiday for the children. Ammy also did the children's homework. The children have no time to relax, they have to take extracurricular for more than two and any courses. It makes a bad day for moms doing the same things all day long. One day, Ammy has complicated day that make her realize it is impossible to be a good mom. Together with her friends, they initiate to be a bad mom. Bad in here does not mean bad. Bad means let the children do their own homework by themselves, ask them to prepare their own meals, and let them do a mistake to make them grow independently.

In this movie, the writers found a lot of swear words which is used by almost all the actors/actresses in this movie. The same swear words which uttered by the actors/actresses has different meaning and different use. The speaker purposes can be classified into seven speech acts. Charles Kreidler differ the speaker intention into assertive utterances, performative utterances, verdictive uterances. Expressive utterances, directive utterances, commissive utterances and phatic utterances.

Assertive utterance is the speaker used language to tell what they know and what they believe. The purpose of it is to tell the information about the fact. For example, I chose Jokowi in the last election. Performative utterance is uttered by someone who has a power which make any changes in the real world. Example, I pronounce you man and wife. The next type is verdictive utterance. It is the type of speaker making assessment or judgement about the acts of others. Example, I blame you. Then in the expressive utterance, the speaker is involved.

The speaker tells about what they feel. For example, I am sad because of her. Usually, it comes or affected by the previous acts. Directive utterance is the speaker tries to get the hearer perform some acts. Example, put the glass on the table. Commissive utterance is the speaker commits to perform some acts in the future. For instance, I will wake up earlier tomorrow. The last is phatic utterance. Phatic is a formulated utterance such as greetings, farewell and formula of "How are you?".

There are several studies had been done about swear words and Bad Moms movie. In the study of swear words, Khoirunnisa (2016) has done analyzing swear words used in Deadpool movie. The research showed there are 5 types of swear words in Deadpool movie, they are sex term, body part term, excretion term, death term, and animal term. The dominant swear words used by the actors/actresses in Deadpool movie is sex term. The result showed 48% data of sex term in swear words. The findings of this research also show that there were seven categories of swear words used by the characters in Deadpool movie, such as intensifier category, exclamation of annoyance category, an insult category, exclamation of surprised category, rejection category, surprised question category, and the last is intensifier of unconcern category.

Other research about swear words was attempted by Fagersten (2017) entitled The Role of Swearing in Creating an Online Persona: The Case of Youtuber PewDiePie. The researcher analyzed the use of English swear words by Sweden. The object of the research is the utterances which is uttered by PewDiePie, youtuber who played a game and uploaded his performances with the responses while playing it. based on that utterances showed that swear words can reduce a social distance. It simulated casual conversation, swear words made the people who watched the video like a conversation between friend. The use of swear words also created intimacy and it contributed to his extraordinary success on youtube.

The next research by Fagersten (2017) which also analyzed about swear words is English Language Swearing as Humor in Swedish Comic Strips. The result of the

research showed that swearing in comic strips has mutual feedback loop. The function of swear words in the comic encouraged the readers to expect humor.

Permatasari (2017) wrote a research a socio-pragmatic analysis of women expressive utterances in Bad Moms movie. The object of the research is to describe the intentions and the politeness strategies of women expressive utterances in Bad Moms movie. The result of the research showed there are 15 types of expressive utterance intention used by women in Bad Moms movie. They are praising, apologizing, sympathy, frightening, hoping, hopeless, tired, gratitude, proud, pleasure, displeasure, love, like, dislike and surprised. The dominant type of expressive utterance is expressing displeasure. It is showed as much as 15% in Bad Moms movie. In the politeness strategy, she found 4 types of politeness strategies based on Brown and Levinson's theory. They are bald on record strategy, positive politeness strategy, negative politeness strategy and off record strategy. The dominant politeness strategy in Bad Moms movie uttered by the women is bald on record strategy.

(Putri, 2017) has done research entitled The Analysis of Gender Stereotypes in Bad Moms Movie. The research is descriptive qualitative. It analyses the gender stereotypes reflected in Bad Moms movie. She used theory of Beasley. The result showed that there are 10 data of feminity, 2 data of masculinity, and 2 data of androginy.

(Agusrini, 2017) in her research paper Representasi Peran Amy Sebagai Ibu Mandiri dalam Film Bad Moms 216. The research used descriptive qualitative method, constructivism of Stuart Hall. The objective of the research is to represent the main actor as an independent woman. The technique of analysing data used semiotics by Rolland Barthes. The result showed that the main character is the representative of the new female who are independent and it relates to the concept of new female individualism.

Based on those researches, the study of Bad Moms movie had been done in analyzing all the expression of women utterances, which is there is a lot of swear words emerged in Bad Moms movie that is not analyzed yet. Then, the study of swear words had been done

only focused on the categorize expressive utterances which the writers here found not only expressive utterances which used swear words but also there are various utterances which has implicit meaning by using swear words. Considering the effects of the use of swear words based on the previous studies, so the writer is interested in analyzing the various utterances of swear words and described the intention of the use swearing in Bad Moms movie.

2. METHOD

Considering the characteristic of the research object and the research data, the appropriate research method is a qualitative method. According to John (John W Creswell. 2009) the qualitative method relies on data in the form of text and picture. Type of the data consists of primary and secondary data. The primary data derived from the texts of the movie focusing on swear words. The secondary data covers some data that support the analysis. It can be a criticism of Bad Mom movie, journals of the movie and what not. The technique of the data collection is done through library research with the following steps; to watch the movie, to sort the texts of the movie that relate with the use of swear words. The researchers seek to examine the expression in the movie concerning with the use of swear words. The material objects of the study are the texts or scripts of Bad Moms movie relating to the focus of the study. The formal objects consist of 1. What kind of utterances emerged from the use of swear word in Bad Moms movie? 2. What is the intention of using swear words in Bad Moms movie? The technique of the data analysis is carried out by examining and interpreting the meaning of the texts or scripts of the movie under the pragmatics analysis based on the Kreidler's theory of speech act.

3. RESULT AND DISCUSSION

In the Bad Moms movie, the writers found 90 swear words which has different intention based on the context. Those swear words were classified into several categories based on theory of Speech act by Kreidler. There are seven categories, they are Assertive utterances, Performative

utterances, Verdictive utterances, Expressive utterances, Directive utterances. Commisive utterances, and Phatic.

The percentage of each category can be seen in the table below:

Table 1. Swear Words percentage

Utterances	Percentage
Assertive	16%
Performative	2%
Verdictive	6%
Expressive	53%
Directive	11%
Commissive	11%
Phatic	1%

Here are several examples of each category. The conversation has been done between Ammy and Tessa, Ammy's Co-worker.

Tessa   : "Morning Mama"
Ammy : "Morning Tessa."
Tessa   : "Oh, my God, I am so **fucking** hungover, I might actually die."
Ammy : "That's probably something you shouldn't tell your boss."

Tessa was tottering when greet Ammy in the office. The swear word of Fucking was used by Tessa to describe how was her condition. She said feeling so hungover like she was about to die. She told Ammy that she is not really well today. Based on Kreidler the utterance which has the function of speakers to tell what they know or what they believe as the purpose to inform called Assertive utterance. The language used is basically concerned with fact. In this dialog showed that Tessa told the truth about her condition to Ammy and the utterance belongs to Assertive. In this movie, there are 16 swear words used to tell about information based on the fact.

The next dialog was uttered by Gwendolyn as the President of PTA who has a power to set the rules in the school to Ammy.

Ammy : "Oh, Come on Gwendolyn. Who cares what food people bring as long as it raises money, right?"
Gwen : "Well, you see, I care, sweetie. I don't… I don't know what's been goin on with you, I mean, with your weird outbursts and your terrible style, but it ends now. Okay? I run this school, and no one takes a class or kicks a ball or plays a **fucking** clarinet without my say-so. And I can make life a living hell for you and your dirty little children."

The dialog between Ammy and Gwendolyn happened in the bake sale event. As the writers mentioned above that the bake sale is an event initiated by Gwendolyn about the current issue. It has a purpose to make the parents aware about the ingredients that they used for children's daily meals. She announced a list of the toxic ingredients that are absolutely banned from bake sale. It is said that no BPA, no MSG, no BHA, no BHT plus no soy, no sesame, no nuts, or eggs or milk or butter or salt or sugar or wheat. There is a lot of lists. Then Ammy joined to the event, but she used the ingredients which were banned. In this case, Gwendolyn felt Ammy did not respect her. Then she said that no one takes a class or kicks a ball or do anything without her permission. Because she is president of PTA, which take the control of the school, then everyone cannot do those things in a real because she has a power to control anything.

The swear word which uttered by Gwendolyn to Ammy belongs to Performative utterance. Kreidler stated that performative can be bid, blessed, fired, baptisms, arrests, marrying, declaring a mistrial. It is valid if it is uttered by someone whose right to make the words are accepted and in circumstances which are accepted as appropriate. There are 2 utterances of Gwendolyn who has a power to change the reality in this movie which belong to performative utterance.

The example of the third dialog came from monologue of Ammy while describing the teacher.

Ammy: "Most days, I race back to school for the kids' plays, and poetry readings and class projects… which I'm always late for. And then there's PTA meetings, and volunteering and parent-teacher conferences. Jesus, Miss Wiggins **fucking** hates me."

Ammy in her monologue judged that Miss Wiggins, her children's teacher, hates her. The situation showed that Ammy has a lot of activities in the school, the she was always late for every event because she has to work first. It made her to be in the last in parent-teacher conference. When Ammy came to the class, Miss Wiggins showed the expression of displeasure, flat. It made Ammy assessed that she hates her because of always being late. It is said by Kridler that if the speaker makes an assessment or judgement about the acts of another, it is called Verdictive utterance. The verdictive utterance can be signed by ranking, assessing, appraising, condoning. So, the use of swear word Fucking which uttered in this utterance belongs to verdictive utterance. There are 6 swear words were used in Bad Moms movie belong to the verdictive utterance.

The following dialog is uttered by Gwendolyn to her Friend Vicky in front of the school after meeting Ammy.

Ammy: "Oh, Gosh, you guys, I am sorry, I gotta go. I'm really late to work."
Stacy: "Well, you're always late."
Ammy: "I know. It's basically the only thing I'm good at these days. See you guys later."
Gwen: "God, I just love how hard she works."
Vicky: "Oh, my God, I love how hard she works."
Gwen: "I just **fucking** said that, Vicky."

The conversation is between Amny, Gwendolin and Gwendolin's friends. The situation is Ammy has a hurried. It is rarely in the school, a mother has a job. So, Gwendolyn and her friends wonder how Ammy do all the activities. In this dialog, Gwen was annoyed by Vicky because

Vicky repeated what she said before about adoring Ammy. The use of swear word Fucking in here showed the expression, the feeling of dislike or displeasure by Gwen to Vicky who has repeated the same sentence as her. In this utterance, the feeling of the speaker is involved. Based on Kreidler, when the speaker speaks sincerely and it comes after previous action, it is called by Expressive utterances. In this movie, the use of swear words in expressive utterances have found as the major data. There are 53 swear words which are uttered as expressive utterances.

The following dialog happened when Ammy's husband having affair with another chick from internet.

Ammy: "Do you have feelings for her, Mike?"
Mike: "Yes! Okay? I have feelings for her! God! She is actually a pretty amazing woman. You know, she runs her own dairy farm, she's developing an app."
Ammy: "Get out!"
Mike: "What?"
Ammy: "Get the **fuck** out of my house!"

In this dialog, Ammy found out her husband cheating online. It made her angry and asked her husband to get out from the house. It is a command to Mike using a swear word fuck as an addition for Mike to do what Ammy wanted. As stated by Kreidler that Directive utterance is the speaker tries to get someone to perform some act. There are 11 swear words which is used in directive utterance which make someone do something.

The next dialog is between Gwendolyn and the soccer's coach.

Coach: "Please don't get me fired Gwendolyn. My cat just died. And I am really very fragile right now."
Gwen: "Bench the little dork."
Coach: "Yeah, she's **fucking** gone."

Ammy has a problem with Gwendolyn after she declined not to join to be the police force in the bake sale event.

Gwendolyn disappointed and asked the soccer's coach to throw away Ammy's daughter from the player list. She threated the coach to get fired if he did not do that. Then, the coach who depended a living being a coach in the soccer club, he agreed and promise would do as what Gwendolyn want by saying "She's fucking gone." Based on the utterance the coach using swear word fucking to commit to the future action. In Kreidler's theory of speech act if it is utterance which commit a speaker to the future action called commissive utterances. These include promises, pledges, threats and vows. The future action of the coach to take off Ammy's daughter from the player list is the action committed to his promise. The commisive utterances in Bad Moms movie founded 11 utterances.

The last example is the less function of utterance. It is called phatic utterance. It happened between Mom and Jane, her daughter.

Jane: "I'm sorry for acting so crazy about the whole soccer thing. I'm really trying to chill out more. I mean, it's just soccer, right?"
Ammy: "I got you back on the soccer team."
Jane: "**Shut up**!"
Ammy: "**Shut up**!"
Jane: "Shut your face! oh my God. Thank you so much, Mom."

Jane was acting so crazy because she got out by the coach from player list as Gwendolyn wanted as the consequence of her mom who has a mistake to the Gwendolyn. She left house and she realized that it was not right to act like that. When she was told about her back in player team, then she expressed her surprised using swear word *Shut up,* the mother answered the same words. The answer of Ammy is meaningless. As stated as Kreidler that phatic utterance has a purpose to establish rapport between the speaker and the hearer. Phatic language has a less obvious function. It is like farewell, greeting. The data found the use of swear word in phatic utterance is only 1.

In addition, the use of swear words not only can be uttered in any intentions but also it gives an impact in personal interaction. Based on the result of Fagersten (2017) entitled The Role of Swearing in Creating an Online Persona: The Case of Youtuber PewDiePie showed tha the use of swear words can reduce the social distance and showed the intimacy between the speaker and the hearer. It reflected in the language use between Ammy and her two friends, Gwendolyn and her two friends. Because they have a special relation as best friends, they showed there is no social distance between them. It makes them freely to say the swear words. The use of swear words only uttered to their best friends. It showed that they have an intimacy. When Ammy taking off her children to the school in a hurry, Gwendolyn came to Ammy to tell her about PTA meeting that night. At that time, Ammy was going to drink her hot coffee. Then Gwen knocked the window car, it surprised Ammy and the coffee poured on her face. She kept her annoyance to Gwendolyn by rolling down the window and answered Gwen's invitation. After that, she rolled up her window and said "Fuck" in a loud voice. The swear word was used to express her annoyance. It shows that they have a social distance and no intimacy between them. It makes Ammy cannot show her feeling through using swear words, meanwhile she used swearing when she was with Carla and Kiki.

The use of swear words in this movie is also has a purpose to expect humor. The genre of Bad Moms movie is comedy, this supported the result of Fagersten's research swear words in English Language Swearing as Humor in Swedish Comic Strips. This movie succeeded to be the most popular movie in 2016. The use of swear words as many as 90 words encouraged the viewer's attention to expect humor.

4. CONCLUSION

Based on *Bad Moms* movie, there are many swear words used. The total of

number is 90 swear words. The researchers analysed the swear words used based on Speech acts theory by Kreidler. The result of the research showed that there are 7 speech acts found in Bad Moms movie. There are 16 utterances belong to the assertive utterances which tell the information based on the fact. In performative utterances, there are 2 data. The use of swear words has intention to change the real world. It is uttered by someone who has a power which influence the hearer life. Then, there are 6 swear words utterances which belong to the verdictive utterances. The use of swear words is purposed to assess and judged someone. The most data found in the expressive utterances. In the expressive utterances, the researchers found 53 swear words which express the speaker's feeling. The next type is directive utterances. There are 11 data in directive utterances. The swear words are used to make the hearer perform what speaker's want. Then, there are 11 commissive utterances which showed the speakers committing such an action in the future. The last is the researchers found 1 phatic utterance which has less meaning. The function of the use of swear words is to establish rapport between the speaker and the hearer.

The use of swear words in Bad Moms movie has intention to encourage the viewer to expect humor. It also used to show the relation between the actors and actresses in the Bad Moms movie. By using swear words, the viewer can see the social relation between the players. The used of swear words is used by the players who has intimacy and it can reduce social distance between the players.

ACKNOWLEDGEMENT

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